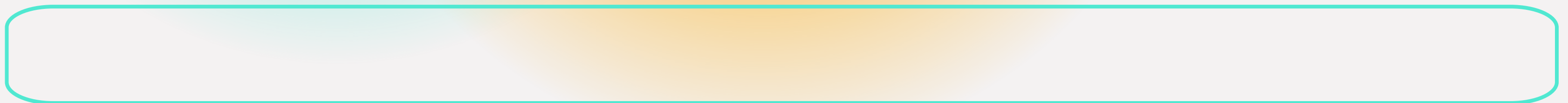
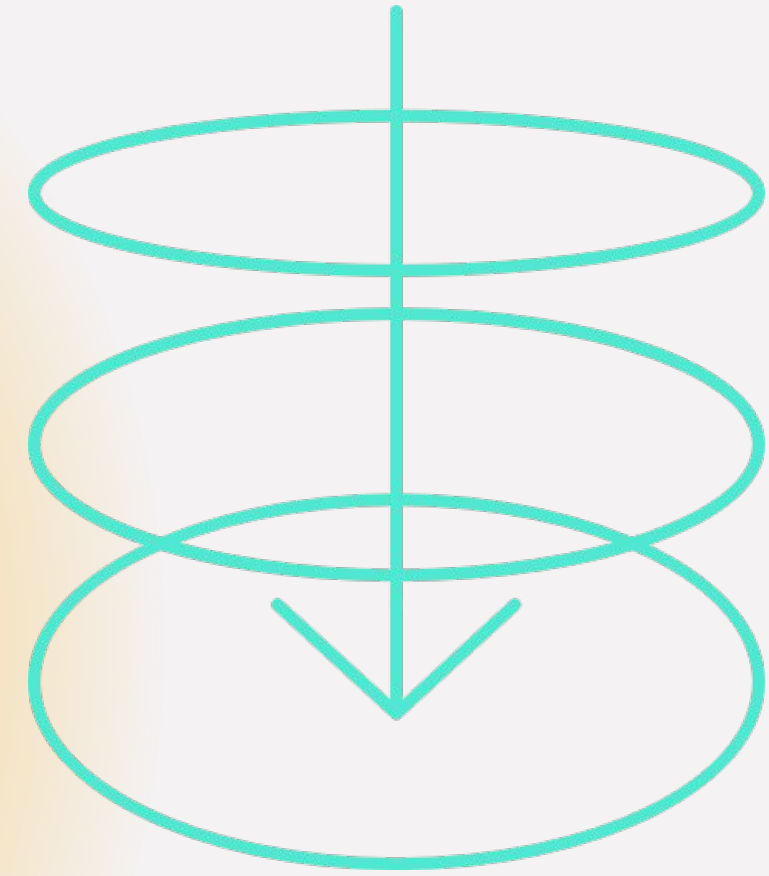


Sentiment Analysis

and its impact on the future.



01 - Why?

02 - What is it?

03 - Statistics

04 - Product Research

05 - Ethics

05 - Recommendation

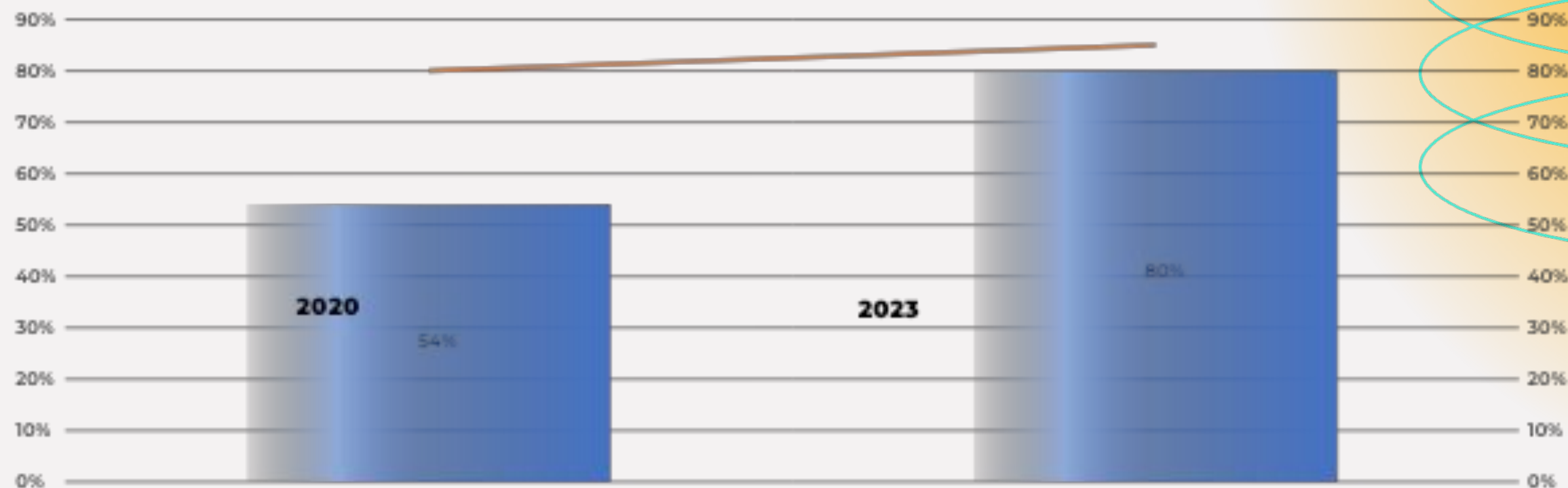
It is important to
understand the utilities
of sentiment analysis

01 – Why

Customer Sentiment Statistics

- **70%** of customers feel frustrated by lack of personalized experience
- **>50%** of business believe that customers have positive sentiment towards the brand, only **15%** of customers agrees
- Customer satisfaction with random tools: **65%**
 - Suggestions based on their sentiments: **90%**

**Sentiment Analysis
Company Adoption Rate Vs
Accuracy**



Human

02 - What is it?

- Analyzing and understanding **human feelings** towards particular product or service

Human



opinions



attitudes



emotions



accurate



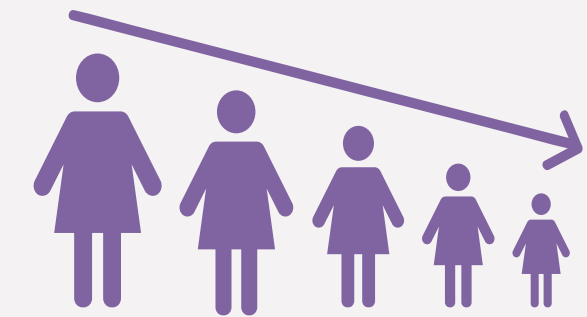
efficient

Technology

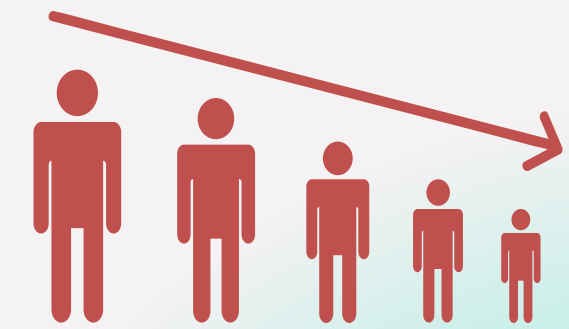
- Advent of **technology** has made sentiment analysis more accurate and efficient

03 - Statistics

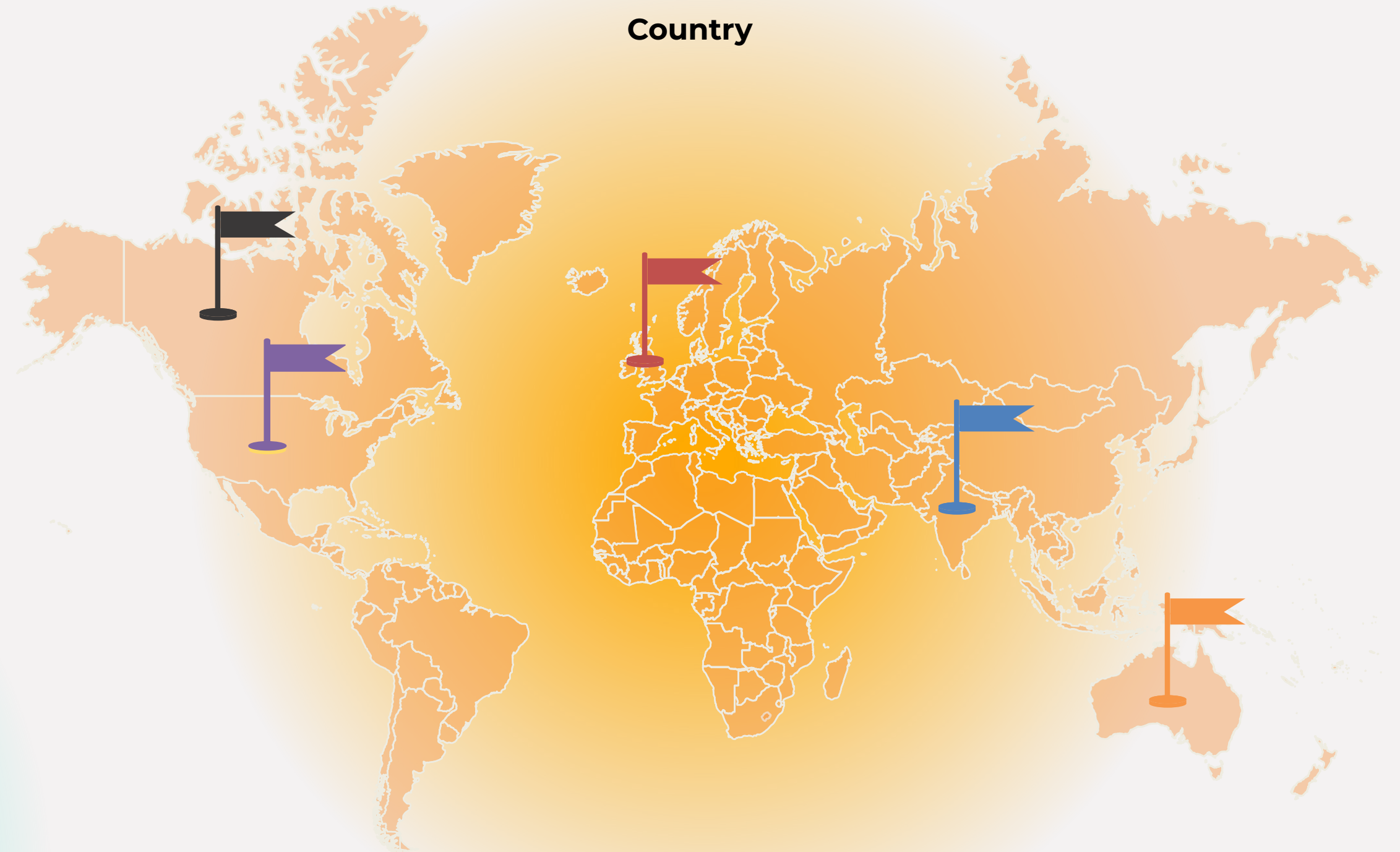
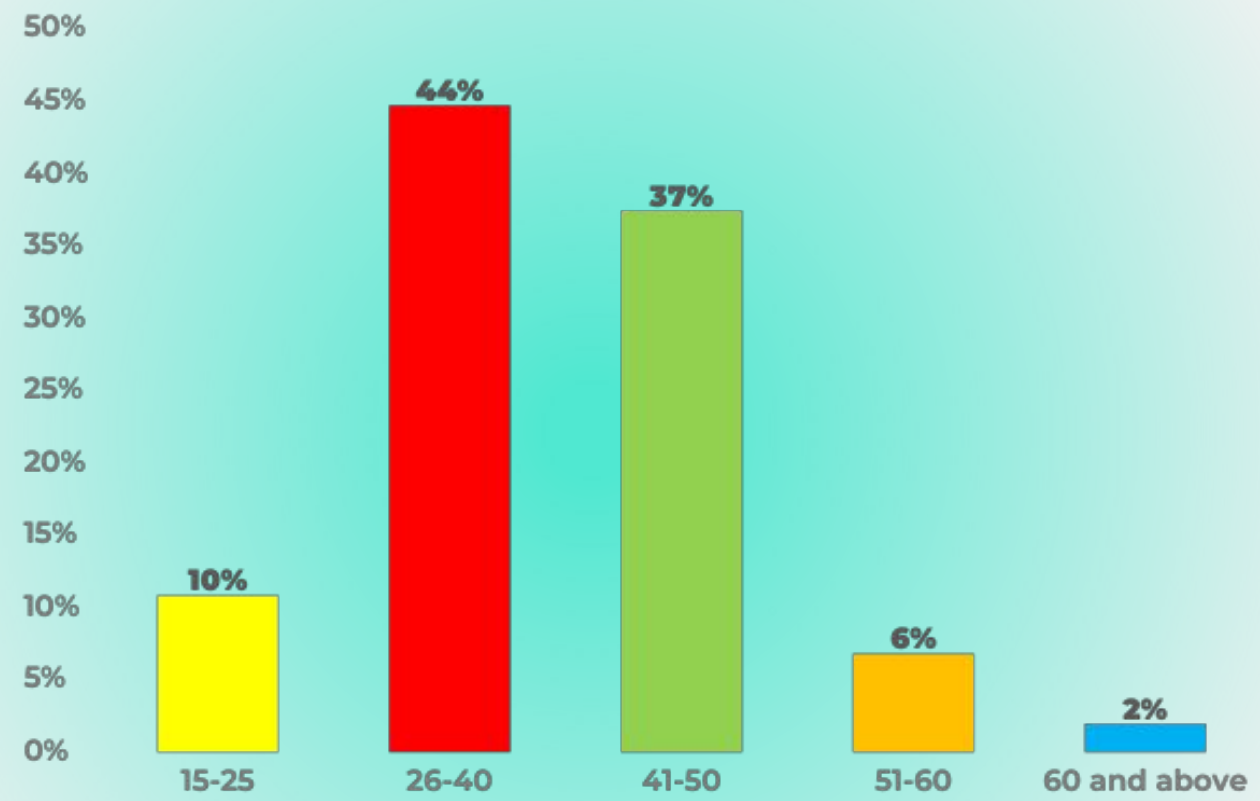
Gender



32%



68%



INDIA (82)



UNITED STATES (34)



UNITED KINGDOM (2)

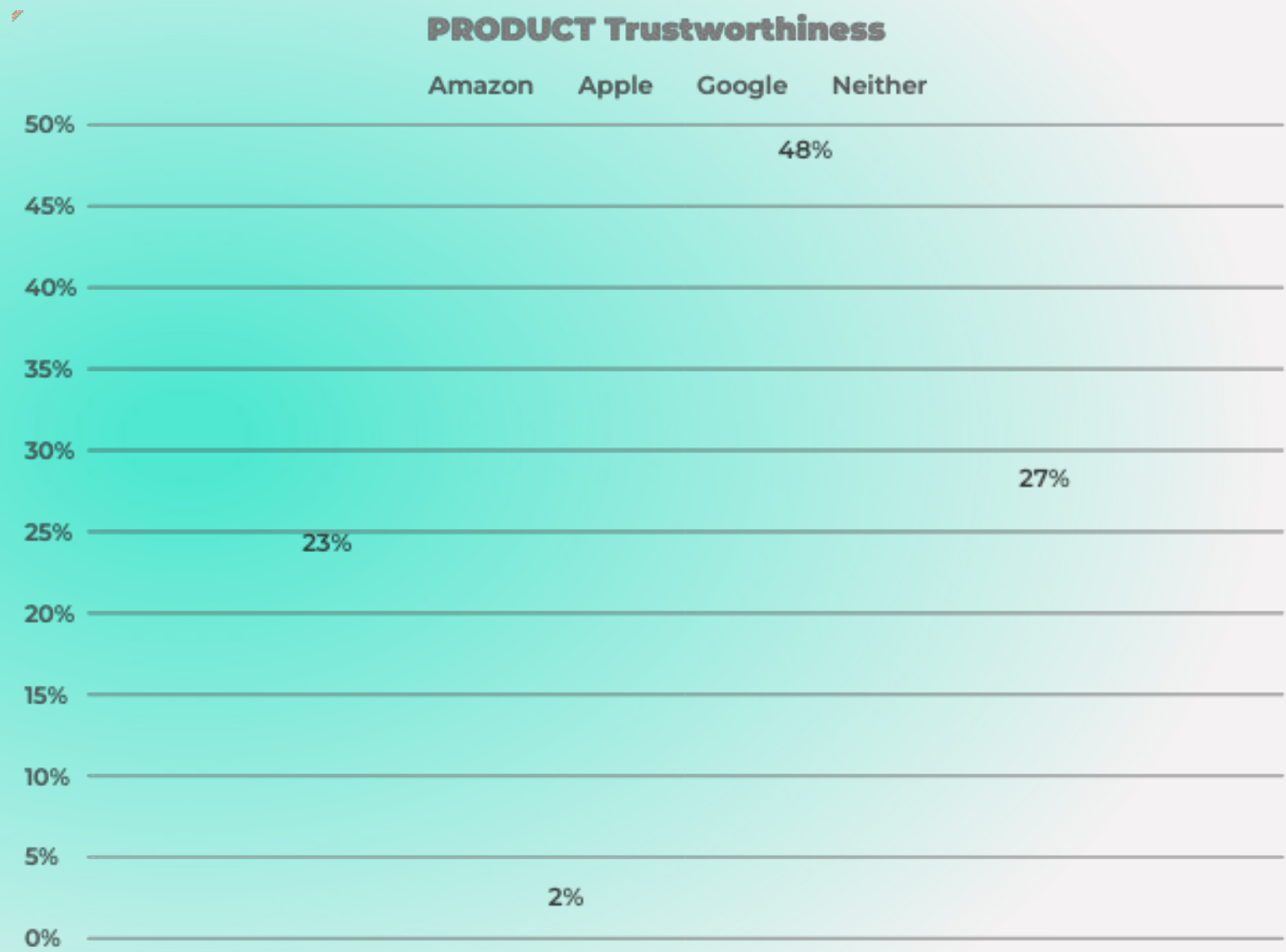
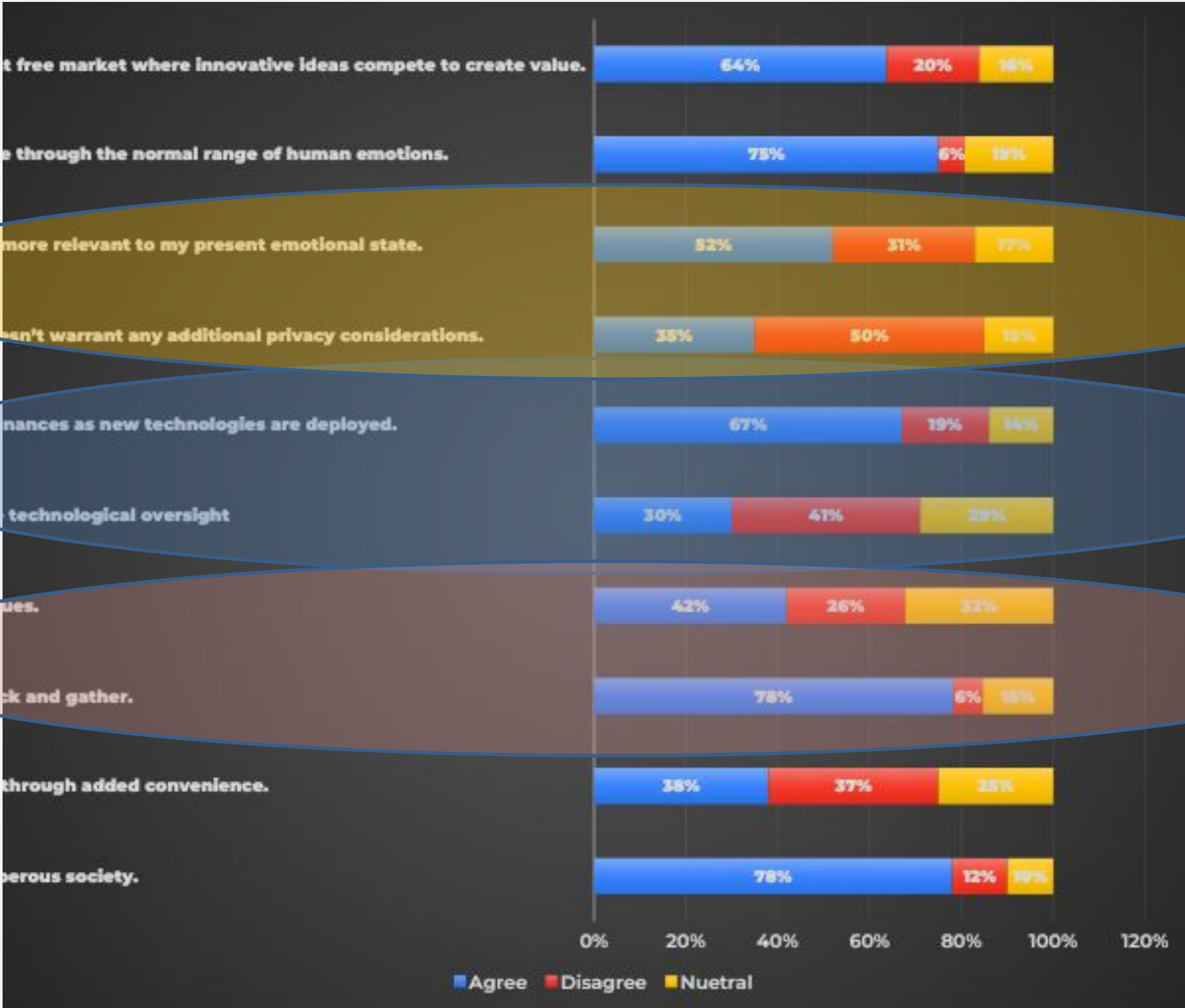


CANADA (3)



AUSTRALIA (3)

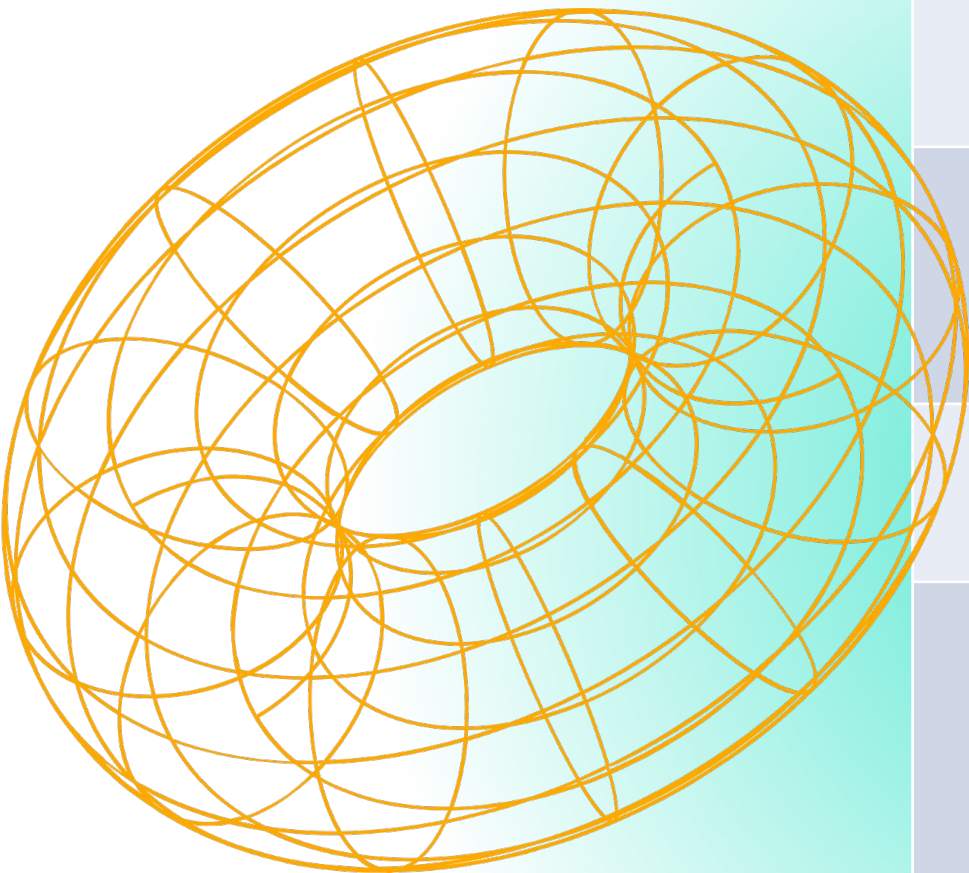
03 - Statistics



Google and Amazon products were more preferred

04 – Research

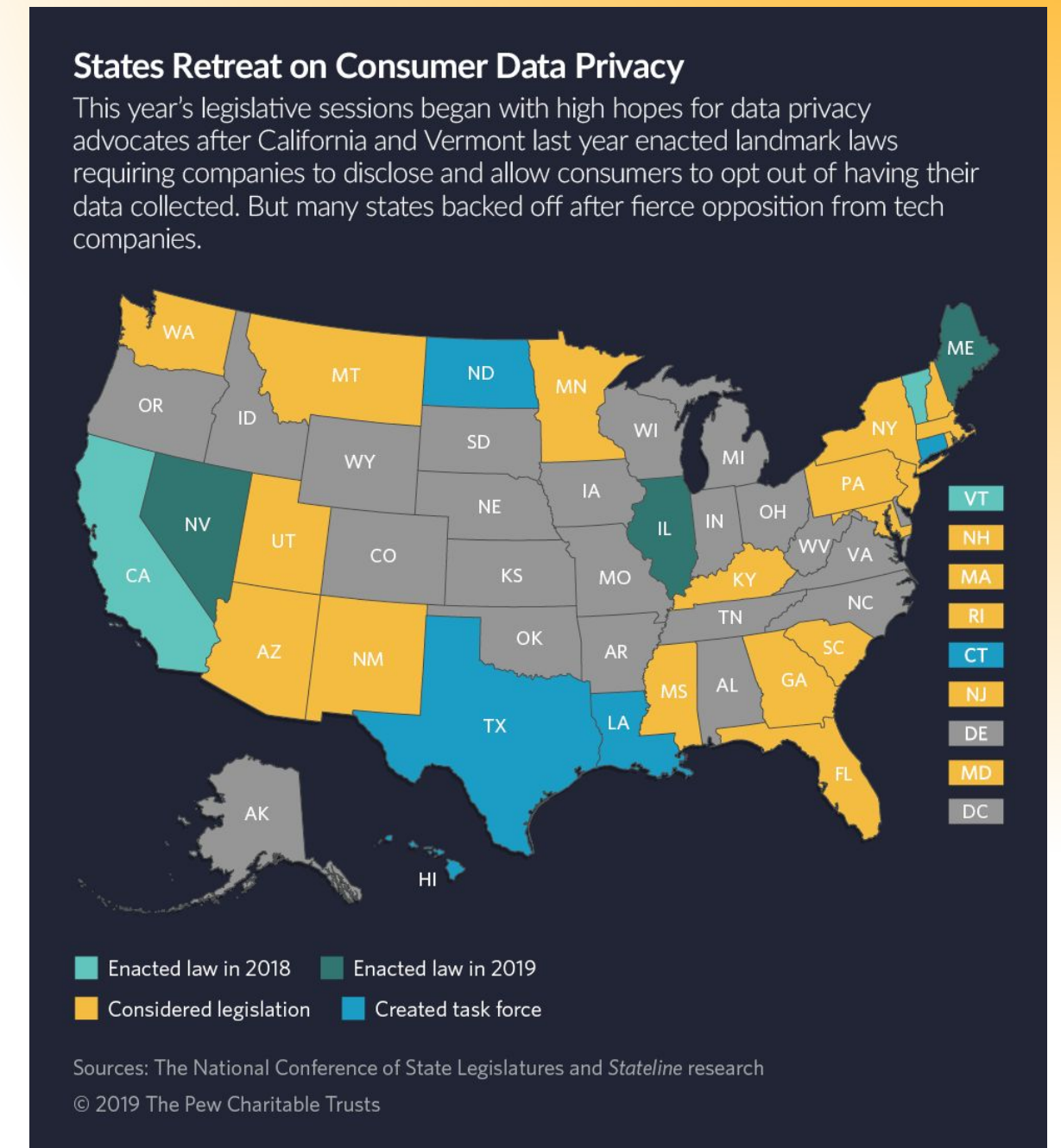
Highlights



	GOOGLE NEST	AMAZON ECHO
TECHNOLOGY	<ul style="list-style-type: none">• Uses NLP• Google Cloud Natural Language API and DialogFlow	<ul style="list-style-type: none">• Uses NLP• Amazon Comprehend and Amazon Voice Service
ACCURACY	<ul style="list-style-type: none">• Claims 85%	<ul style="list-style-type: none">• Claims 90%
FEATURES	<ul style="list-style-type: none">• Entity Recognition• Syntax Analysis• Sentiment Analysis	<ul style="list-style-type: none">• Sentiment Analysis• Entity Recognition• Language detection
INTEGRATION	<ul style="list-style-type: none">• With Google Cloud Services	<ul style="list-style-type: none">• With Amazon Web Services
COST	<ul style="list-style-type: none">• Varies (Size of data)• pay-as-you-grow Pricing model• Discounts (Volume of Data)	<ul style="list-style-type: none">• Varies (Size of data)• pay-as-you-grow Pricing model• Discounts (Volume of Data)

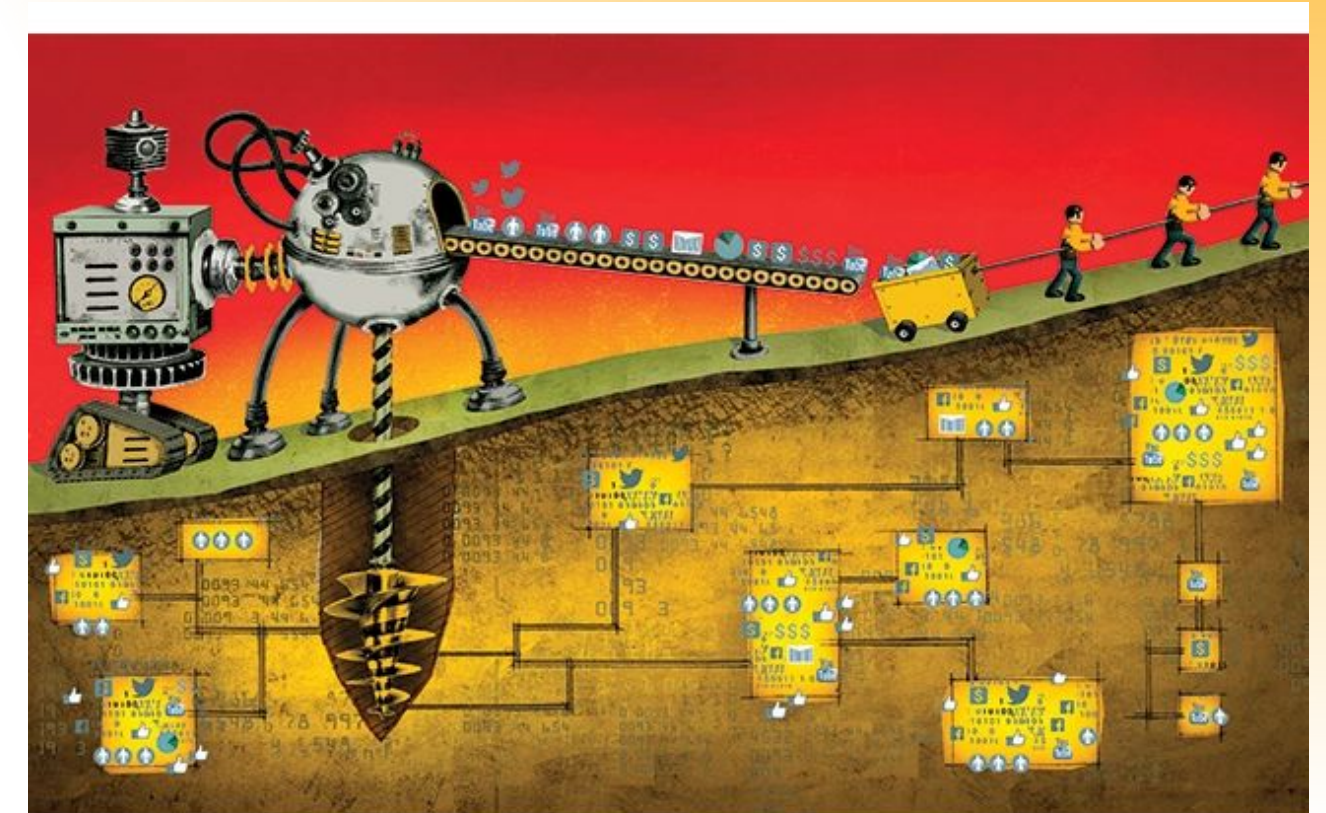
04 - Ethics

- How can we understand the present and future implementations of sentiment analysis?
 - Speak to a subject matter expert – in this case, one developing AR/VR
- From that discussion, results of survey what problems do we see?
- Lastly, what does regulation look like domestically and internationally?



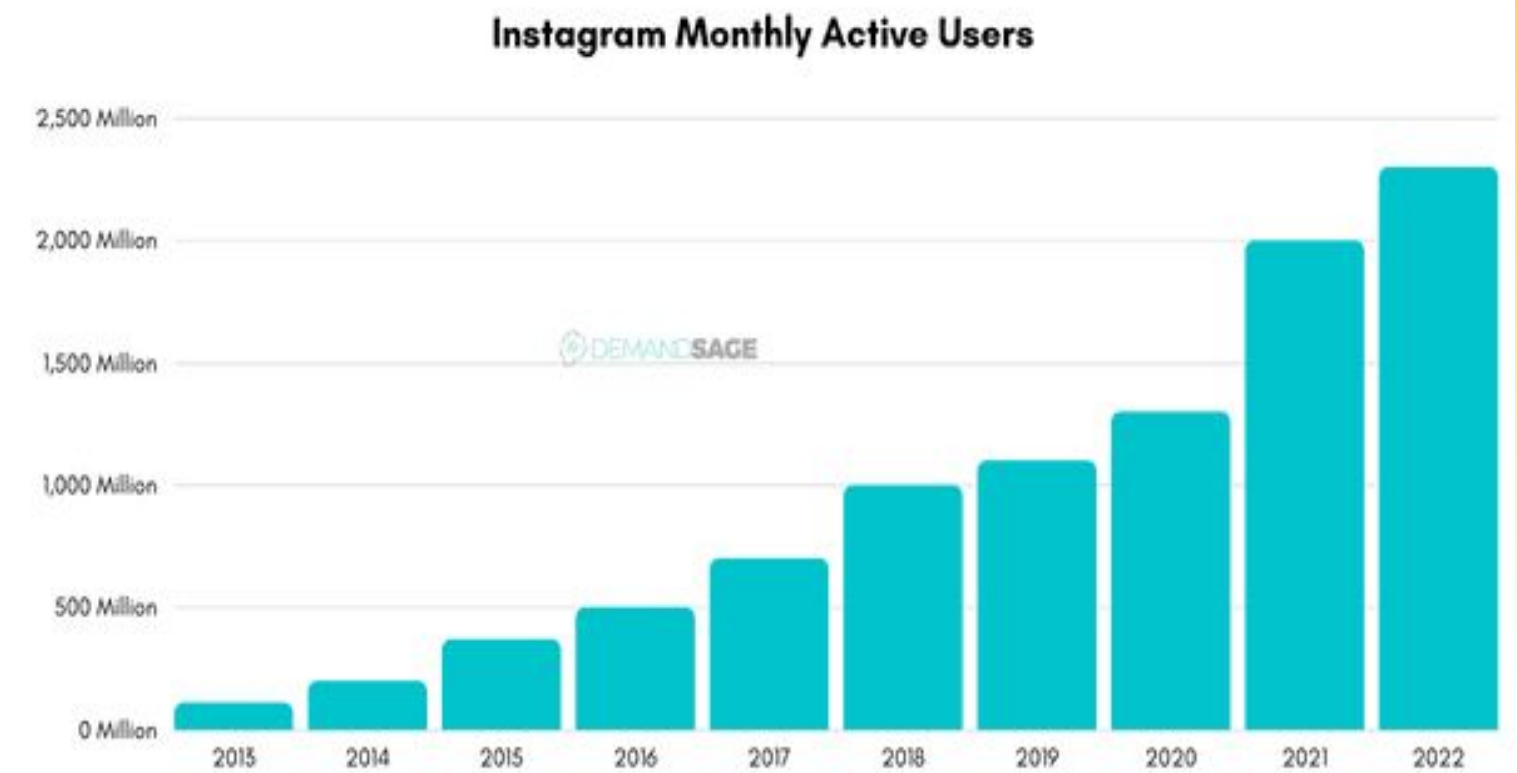
04 - Ethics

- Consumers value personalized content and experiences
- But equally, they see privacy concerns and feel oversight is lacking



04 - Ethics

“I always remember when Facebook bought Instagram for \$1B.....This seemed insane - this was an app where your friends could upload photos (and apply terrible filters to them)....why was it worth so much? The potential to put ads in it - and that worked... Meta slowly started to monetize and now if you go on Insta every 4th post is actually an ad”



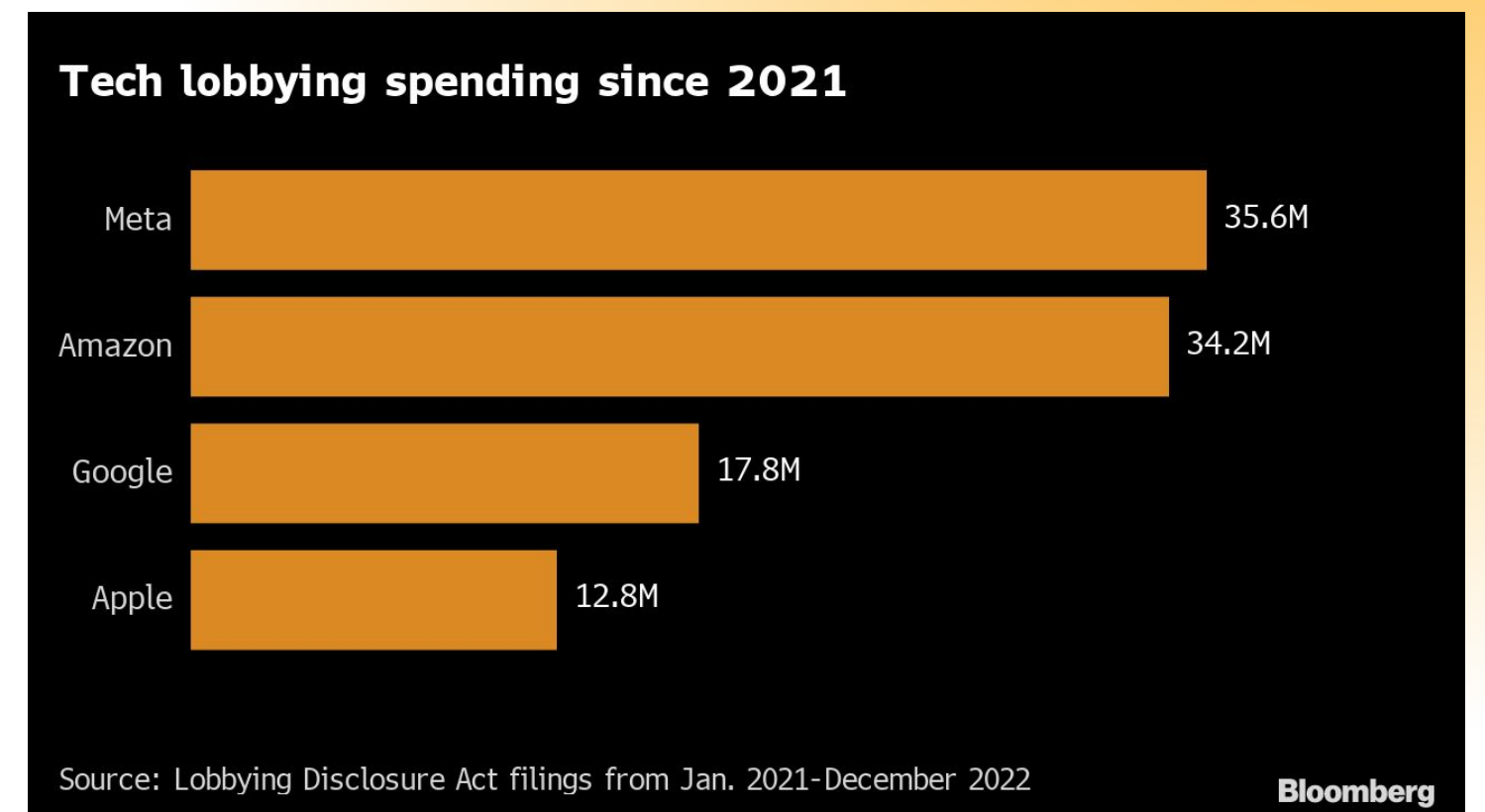
04 - Ethics

- Other countries (China) and international unions (EU) have successfully passed comprehensive measures
- Seek to give consumers an element of data sovereignty
- Both try to limit scope and extent of data collection and storage



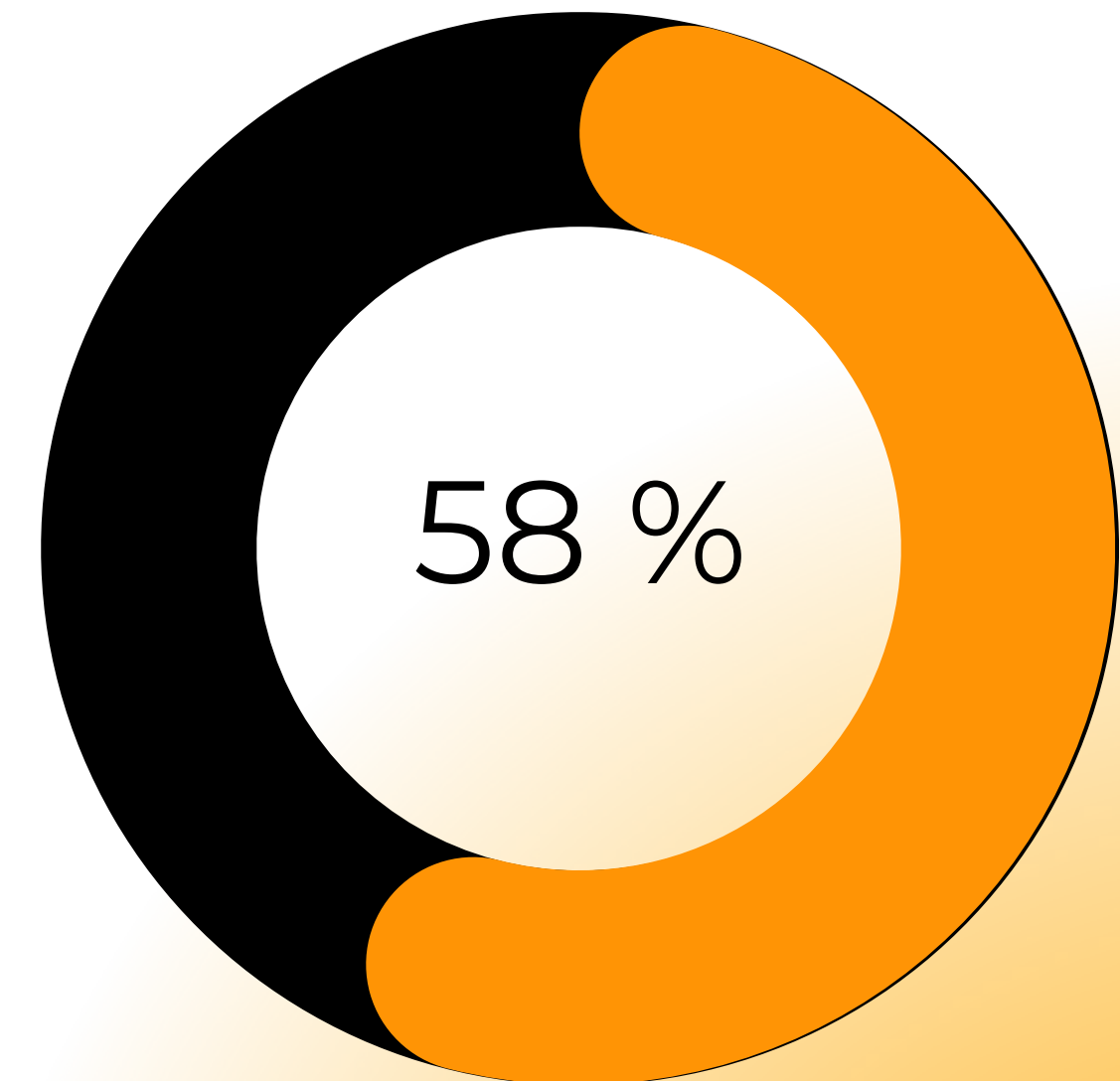
04 - Ethics

- The U.S has the complication of a politically powerful tech sector
 - Revolving door between tech firms and White house
 - Powerful, well funded lobbying arms at state, federal level
- Disjointed patchwork of federal, domain specific regulations and newly enacted state laws
- **Nonetheless, we want to incorporate sentiment analysis into comprehensive legislation like GDPR**



04 - Recommendations

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Thanks